

While You Reduce * * * Helps You Control Your Appetite * * *
 Actually Makes Reducing Pleasant No need to shock your entire system with
 drugs, chemicals, sustained steam treatments, 'starvation diets', and many
 other dangerous routines. Two teaspoonfuls of Vita-Slim provide the full daily
 requirements of all essential vitamins and minerals and thereby gives full pro-
 tection against any possible deficiency. Fit Your Figure Now To The New
 Silhouette * * * Vita-Slim * * * No Harmful Drugs No Danger-
 ous Chemicals No Annoying Treatments * * * Every day of delay is
 just another day you've missed the priceless joy of owning a trim figure . . .
 a healthy figure . . . lovely for all to behold"; (display card entitled "Vita-Slim
 to help you Reduce Weight") "Vita-Slim to help you Reduce Weight! Safely
 . . . Quickly . . . Easily * * * No Harmful Drugs No Dangerous
 Chemicals No Annoying Treatments."

Further misbranding, Section 403 (j), the article purported to be and was
 represented as a food for special dietary uses by man by reason of its vitamin,
 mineral, or other dietary properties, and its label failed to bear, as required by
 the regulations, a statement of the proportion of the minimum daily require-
 ments of vitamins A, B₁, B₂, C, and D, and the proportion of the minimum
 daily requirements of the minerals calcium, phosphorus, iron, and iodine sup-
 plied by such food when consumed in a specified quantity during a period of
 1 day; its label also failed to bear a statement that the need in human nutrition
 for the vitamins calcium pantothenate, vitamin E, and vitamin B₆ has not been
 established, and a statement of the quantity of vitamin B₆ in a specified quantity
 of the food.

DISPOSITION: October 27, 1944. No claimant having appeared, judgment of
 condemnation was entered and the product was ordered destroyed.

**7902. Misbranding of Benefax Vitamin B Complex, Vitamins A & D, and Multi
 Vitamins. U. S. v. 44 Boxes and 22 Bottles of Benefax Vitamin B Complex,
 332 Boxes and 166 Bottles of Benefax Multi * * * Vitamins, and
 310 Boxes and 166 Bottles of Benefax Vitamins A & D. Decrees of con-
 demnation. Products ordered released under bond. (F. D. C. No. 12121.
 Sample No. 33885-F.)**

LIBEL FILED: April 3, 1944, Western District of New York.

ALLEGED SHIPMENT: On or about September 25, 1943, by the Anacin Co., from
 Jersey City, N. J.

PRODUCT: 22 14-capsule boxes, 22 28-capsule boxes, and 22 100-capsule
 bottles of Benefax Vitamin B Complex; 166 14-capsule boxes, 166 28-capsule
 boxes, and 166 100-capsule bottles of Benefax Multi Vitamins; and 144 14-
 capsule boxes, 166 28-capsule boxes, and 166 100-capsule bottles of Benefax
 Vitamins A & D, at Rochester, N. Y.

Examination of samples indicated that the various articles had essentially
 the vitamin content specified on the labels.

LABEL, IN PART: "Benefax Vitamins A & D * * * Each Gelatin Capsule
 Provides Vitamin A . . . 5,000 U. S. P. Units * * * Vitamin D . . .
 1,000 U. S. P. Units," "Benefax Multi * * * Vitamins * * * Each
 Gelatin Capsule Provides Vitamin A * * * . . . 5,000 U. S. P. Units
 Vitamin B₁ * * * . . . 1.5 Milligrams Vitamin C * * * 15 Milli-
 grams Vitamin D * * * . . . 1,000 U. S. P. Units Vitamin B₂ (G)
 * * * . . . 2 Milligrams Niacin Amide * * * . . . 10 Milligrams,"
 or "Benefax Vitamin B Complex * * * Each Gelatin Capsule Provides
 Vitamin B₁ * * * . . . 1.5 Milligrams Vitamin B₂ (G) * * * . . . 2
 Milligrams Vitamin B₆ * * *125 Milligrams Niacin Amide
 * * * . . . 10 Milligrams Calcium Pantothenate25 Milligrams
 Plus 1 Grain of Fresh Whole Liver and ¼ Grain of Brewer's Yeast."

VIOLATION CHARGED: Misbranding, Section 403 (a), the following statements
 on the display card accompanying the articles were misleading since they rep-
 resented and suggested that the articles would be competent and effective
 treatments for the various conditions mentioned, whereas they would not be
 competent and effective treatments for those conditions: (B Complex) "A
 Sure-Fire Way of Selecting your vitamins Tired Out? Nervous? Due to
 shortage of B-Complex vitamins Select the Red Capsules * * * Which
 Vitamins For Your Customers? Tire Easily. Edgy Nerves. Irritable. Poor
 Appetite. Due to shortage of B-Complex Red Capsules Red Box B
 Complex"; (Multi Vitamins) "A Sure-Fire Way of selecting your vitamins
 * * * Run Down Generally? Due to shortage of several vitamins Select
 the Orange Capsules * * * Which Vitamins For Your Customers?"

* * * Generally Run Down and Under Par. Low Vitality. Due to shortage of several vitamins Orange capsules Orange Box Multi"; (Vitamins A & D) "A Sure-Fire Way of Selecting your vitamins * * * Dry Skin? Resistance Low? Due to shortage of vitamins A & D Select the Yellow Capsules * * * Which Vitamins For Your Customers? * * * Low Resistance. Dry Skin. Night Blindness. Due to shortage of vitamins A & D Yellow capsules Yellow Box A & D."

The articles were also alleged to be misbranded under the provisions of law applicable to drugs, as reported in notices of judgment on drugs and devices.

DISPOSITION: April 16, 1945. The Whitehall Pharmacal Co., claimant, having admitted the allegations of the libels, judgments of condemnation were entered and the products were ordered released under bond, conditioned that the display cards be destroyed.

7903. Misbranding of wheat germ. U. S. v. 88 Packages of Wheat Germ. Default decree of condemnation and destruction. (F. D. C. No. 12680. Sample No. 75714-F.)

LIBEL FILED: June 17, 1944, Northern District of Ohio.

ALLEGED SHIPMENT: On or about April 14, 1944, by the Triple Health Food Co., Rochester, N. Y.

PRODUCT: 88 1-pound packages of wheat germ at Warren, Ohio.

Examination showed that the product was essentially wheat germ.

LABEL, IN PART: "Triple Health (Superior) Wheat Germ * * * A Natural Medicinal Food."

VIOLATIONS CHARGED: Misbranding, Section 403 (a), the statements on the label of the article, "Triple Health A Vitality-Filled Body A Cheerful Mind * * * A Peaceful Spirit The Triple Health System * * * A Natural Medicinal Food * * * Twice as rich in protein as meat. Contains vitamins A, * * * E and G. Rich in organic minerals. Recommended as a physical builder. Nerve and mental tonic. Digestive and eliminative aid. Beneficial in skin conditions, etc. * * * Triple Health Food," were false and misleading since the article was not a medicinal food, would not effect the results suggested and implied, would provide nutritionally inconsequential amounts of vitamins A, E, and G, was not rich in organic minerals, and was not twice as rich in protein as is meat; and, Section 403 (j), the article purported to be and was represented as a food for special dietary uses by man by reason of its vitamin and mineral content, but its label failed to bear, as required by the regulations, (1) a statement of the proportion of the minimum daily requirements of vitamins A, B, and G, and the quantity of vitamin E, supplied by a specified quantity of the article when consumed during a period of 1 day, (2) a statement that "The need for vitamin E in human nutrition has not been established," and (3) a statement of the particular minerals present in the article and the quantities thereof.

The article was also alleged to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 1330.

DISPOSITION: August 7, 1944. No claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

7904. Misbranding of Zo-Lon. U. S. v. 17 Dozen Packages of Zo-Lon. Default decree of condemnation and destruction. (F. D. C. No. 14425. Sample No. 90096-F.)

LIBEL FILED: November 13, 1944, Southern District of Iowa.

ALLEGED SHIPMENT: On or about September 15, 1944, by the Zo-Lon Co., from Dallas, Tex.

PRODUCT: 17 dozen packages of Zo-Lon at Des Moines, Iowa.

Examination showed that the article consisted of approximately 60 percent of ground Indian Plantago seed (blond psyllium seed), and approximately 40 percent of sugar (sucrose), dextrin, dextrose, and a very small proportion of milk sugar (lactose).

VIOLATION CHARGED: Misbranding, Section 403 (a). The label statement, "A low calory * * * supplement to reducing diets," was misleading as applied to the product, which contained a substantial proportion of carbohydrates and therefore was not a low-calorie food. The label statements, "Aids in satisfying desire for sweets and for excess foods, thus enabling easier following of any accustomed diet," and "If you are cutting down on starchy foods, such as